



MINUTES: Meeting of the Board of Directors

Thursday, November 18, 2021

CALL TO ORDER

The meeting was called to order at 1:10pm by Chair Tim Kielpinski. This meeting was held in the Founders Room of US Bank and via Zoom. Attendance and voting utilized roll-call procedure.

DIRECTORS PRESENT (13)

Kielpinski, Hohenstein, Stevenson, Alkibay, Bombard, Bradley, Foley, Fornasiere, Gorelczenko, Hoefs, Paret, Ponce, Radde

DIRECTORS ABSENT (5)

Glass, Noll, Perico, Salinas, Villalobos

STAFF PRESENT (5)

Luttjohann, Miller, Warner, Johnson, DeMyer

GUESTS (2)

Tyler Wilson, Ray McKewon

PRESENTATION

Ray McKewon gave a report on his Xceptional Music three-concert series for 2021. This is the 12th year for Xceptional to perform concerts in Avalon. Over 110 concerts were staged since beginning in 2010. McKewon showed a video of the 2021 entertainment and explained how his love of Catalina Island and music keep him moving forward despite making no profit. Fornasiere entered the meeting at 1:25. McKewon explained that room nights were donated for the bands, he hired a professional videographer for ABBA and that footage will be gifted to Catalina Island Tourism Authority (CITA). Hohenstein asked about the number of concerts in past years. McKewon said that some years there were up to 10 but that created loss for him so the number was reduced to three and this year he made \$60. He reminded, CITA pays \$33K for three major concerts and Queen Nation is not available at this price. Hohenstein wondered if the crowds were generated by other events happening the same date and Luttjohann said no marathon or other events took place on Queen Nation's weekend. Bombard asked which groups are popular and McKewon replied, Stones and ABBA. McKewon left the meeting after his presentation.

CONSENT ITEMS

Approval of Minutes from October 28, 2021

Motion for approval Hoefs, second Stevenson; passed unanimously

Approval of Minutes from November 4, 2021

Motion for approval Ponce, second Alkibay; passed with abstention by Radde

Presentation and Approval of Financials October 2021

Luttjohann highlighted portions of the October 2021 financials. Kielpinski called for a motion. Motion for approval Paret, second Hohenstein; passed 12 yes, one virtual attendee unavailable.

REPORT OF THE CHAIR

Kielpinski stated the TBID has received City of Avalon (COA) response and hopes it moves forward soon with petitions. Kielpinski updated Board Members on attendance stating that Kennedy is considered as tending his resignation due to several absences. Kielpinski and Kennedy discussed this and the separation was amicable.

Discussion was opened on the Concert Series presentation. Hohenstein would like to budget for additional concerts. Stevenston is in support but stated these concerts do not drive room nights. Paret suggested Luttjohann come up with a plan and present it to the Board. Kielpinski explained that two months are lost due to no meeting in December and the January Board retreat. Hohenstein requested this be added to the retreat agenda in January.

REPORT OF THE PRESIDENT

Luttjohann reviewed the highlights of his written report. He advised that Friday is the all-day agenda on the CARB legislation impacting all Catalina Island residents, businesses and visitors. Luttjohann discussed the updated Employee Handbook and Illness and Injury Protection Policy (IIPP). The most relevant change is the exempt vs. non-exempt employees and some job descriptions may need revisions. The required IIPP was not part of the previous handbook.

DISCUSSION AND POSSIBLE ACTION

Concert Series—Kielpinski opened further discussion on how to direct Luttjohann in his negotiations on the Concert Series. Paret asked Luttjohann's opinion on additional concerts; Luttjohann favors the three concerts with Xceptional Music plus a concert showcasing local talent. Hohenstein would like an additional Xceptional Music concert if funds are available. Kielpinski prefers to see local artists featured. Fornasiere is not in favor of more money going to Xceptional as using local musicians keeps dollars local. She stated people are drawn to live music and feels three Xceptional concerts are sufficient. Gorelczenko likes the idea of local bands performing. Kielpinski motioned for approval of \$33k for Luttjohann to negotiate concerts with Xceptional Music, second Hohenstein. No further discussion, none opposed, no abstentions, motion passed.

Report on Marketing—Stevenson said winter promotions are being finalized with TripAdvisor but wondered how to market when businesses are closed. The push was for mid-week, off-season visitors but with limited restaurants and activities this is difficult. Luttjohann confirmed that Wednesdays will be quiet. Stevenson announced the Pavilion Hotel will be closed for the winter and that Catalina Island Company is guilty as well. He proposed that marketing dollars be saved and then target Valentine's and later. Luttjohann added that the Newport Flyer will be out of service in January with Tier III upgrades and several restaurants plan to close. Hohenstein reported that in February, 20 rooms at a time will be closed for renovations at the Catalina Canyon Inn, not a full closure and will transfer some rooms to the Catalina Island Inn. Miller reminded that activities are closing and communication is necessary from members to update the Love Catalina website and the Visitor Center can only relay information provided. Alkibay is opposed to any closures and cautioned that for years work has been done to make the island a year around destination; visitors now complain there is nothing open. This sends the wrong message and the season will become shorter and shorter. Luttjohann explained the closure list being compiled is not meant to encourage closures but for awareness. Hoefs stated his businesses are all open every day with no intention to close, except the M Restaurant on Wednesdays. Miller advised that overnight visitors will become a day visitor if they find places and activities closed.

Miller offered a Public Relations update on the social media push of what's new for winter. She reported that media coverage has been solid with 17 pieces for coverage to 300mil readers and thanked those hosting the media visits. She announced VisitCalifornia selected Catalina Island for their January 19-20 visit of 18-20 top, top influencers. Their two days and one night will be packed with available activities. Kielpinski asked about their followers. Miller responded they are mostly domestic but numbers have not been shared. She would like to plan an event for them to meet and get to know the Board. Luttjohann asked her to share about the upcoming New York event. Miller explained Catalina Island is one of 10 California destinations chosen by VisitCalifornia to represent at their January 2022 media event and reception in New York. Alkibay asked if anyone has been asked about Superbowl and surrounding dates. Miller will check social media and ask the Visitor Center about inquiries. Stevenson stated a few corporate daytrips are being planned around the Superbowl.

Warner revealed a draft for the 2022 Visitor Guide is back from BobCo with new brand, updated fonts and color. She will chase the needed photo and member content this week and share as soon as possible.

Visitor & Member Services Reports—Hohenstein gave a membership update saying two dropped members paid and have been reinstated.

Approval of New Member

New membership application for Dion & Sons was presented to the Board. Motion for approval Stevenson, second Paret. Discussion included Radde informing that Dion & Sons is under contract with COA to manage the fuel dock where they have lowered fuel cost for locals. A restaurant on the premises was approved at COA Council meeting last night which will also be run by the same company. Motion passed with no opposition and no abstentions.

Events Report—DeMyer reported the Triathlon on October 30 was assisted by CITA staff. Attendance was low due to competing events held the same weekend on the mainland. There were 130 registered for all events, 100 triathletes, and an 80% show-up factor.

DeMyer reminded all that the Mixer tonight is 6:00-8:00 at Catalina Island Golf Cart. There are nice raffle prizes and 42 people signed up to attend. She is still looking for Mixer hosts for January and November 2022.

Shop Catalina has 18 participants with more planning to sign up. Some merchants cited staff issues as the reason they will not participate this year. Stage activities include: Gingerbread house decorating, See's candy sales, music, popcorn, Santa, photos with Santa, canned food drive, performance by Kid Ventures and strolling Jingle Singers.

New Year's Eve Gala is on track with previous years.

Paret says the Catalina Island Medical Center (CIMC) can host the January Mixer at their new gym in the Atwater building. He asked DeMyer to contact Noll for further details. Hohenstein requested the Catalina Canyon Inn host the November 2022 Mixer.

Luttjohann reported the moderator for the January 20, 2022 Board Retreat is extending her stay to include a family vacation bringing the cost to CITA down a bit.

BOARD MEMBER UPDATES

Fornasiere announced the new logo of Catalina Museum for Art and History won a graphic design award. Loyola Marymount choral group will perform in January with 32 singers. The museum has an on-line shop up and running and a new exhibit of Paintings for the Holidays is currently on display.

Hoefs disclosed that yesterday he purchased the Hotel MacRae building. He will still rent shops to the current tenants. Plans include remodeling the hotel rooms to make them larger.

Paret said CIMC will soon open Catalina Fitness & Therapy in the arcade.

Stevenson reported the Catalina Island Company will take over Antonio's, no big changes are planned. The intention is to reopen December 22. Fornasiere requested he contact her before discarding any of the vintage business signs currently hanging in Antonio's.

Kielpinski stated that Toyon Grill is open Friday to Sunday and then will be closed until the end of March.

Bombard noted the Catalina Express schedule through March 31, 2022 is live when searching online. Luttjohann said Greg Bombard shared the Thanksgiving counts with him and those numbers exceed 2019. Hoefs shared that he has 400+ reservations at the M Restaurant for Thanksgiving and they are also booking December and January events.

CORRESPONDENCE

Kielpinski referenced the correspondence included in the packet that Luttjohann wrote to CARB on the proposed amendments to the Commercial Harbor Craft Regulation.

ADJOURNMENT

There being no further business to come before the Board, Paret motioned to adjourn the meeting, second Stevenson. Chair Kielpinski adjourned the meeting at 2:52 pm.